

Patent Assignment Abstract of Title

Total Assignments: 3

Application #: 09216206

Filing Dt: 12/18/1998

Patent #: NONE

Issue Dt:

PCT #: NONE

Publication #: NONE

Pub Dt:

Inventors: HEIDI KAY, RUSSELL FRADIN

Title: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

Assignment: 1

Reel/Frame: 009682/0336 Received: 01/12/1999 Recorded: 12/18/1998 Mailed: 04/12/1999 Pages: 2

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

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Exec Dt: 12/14/1998

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Exec Dt: 12/14/1998

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Assignment: 2

Reel/Frame: 012592/0308 Received: 04/16/2002 Recorded: 04/16/2002 Mailed: 04/17/2002 Pages: 5

Conveyance: CHANGE OF NAME (SEE DOCUMENT FOR DETAILS).

Assignor: ENGAGE TECHNOLOGIES

Exec Dt: 04/27/2000

Assignee: ENGAGE, INC.

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Assignment: 3

Reel/Frame: 012077/0280 Received: 08/21/2001 Recorded: 08/13/2001 Mailed: 10/20/2001 Pages: 2

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: FLYCAST COMMUNICATIONS

Exec Dt: 07/10/2001

Assignee: ENGAGE TECHNOLOGIES

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